



## Is Your OwnBrands Performance Up To Par?

The OwnBrands Insights and Analytics team collects and analyzes data on OwnBrands to ensure your stores can measure against and hit objectives.

137 out of 258 OwnBrands categories grew penetration at independent customers in the 2024. Wondering which category grew OwnBrands penetration the most? OwnBrands Insights and Analytics can answer that! Reach out to your OwnBrands Sales Specialist for more information today.

Get insights on OwnBrands and National Brand sales, units and unit penetration. Dive into your store's data and even drill down to specific departments by reaching out to your account manager for more information today. Let us know what questions you have and the specific measurements you're looking for to ensure OwnBrands Insights and Analytics can provide the most informative and accurate information.

### Always On, Always Winning

Did you know OwnBrands Marketing creates and deploys countless pieces of promotional content via social media and web campaigns each period? Through these consistent and constant campaigns, we're reaching millions of OwnBrands shoppers throughout the SpartanNash service area. These campaigns are focused on seasonal content, new items and of course items that are on promotion!

The Our Family social media pages ensure promotion and awareness of this content through paid promotions. Take advantage of these great graphics by downloading and sharing on your store's social media pages, websites, ads and more.

Each week you'll find new graphics highlighting products on promotion at [assets.spartannash.com](https://assets.spartannash.com) under marketing tools.

### ASSOCIATE SPOTLIGHT



Meet the newest OwnBrands team member, **Staci Wykes**! As an OwnBrands Coordinator she supports our PBMs by writing promotional contracts to bring retailers the best promotions on Our Family, Fresh & Finest and Finest Reserve products. Her creative problem solving and database accuracy ensures OwnBrands promotions run smoothly. Staci looks forward to trying the new Finest Reserve Premium Chocolate Bars which will be launching later this year in fun flavors like White Chocolate Birthday Cake and Dark Chocolate Mocha Cinnamon. In her first few weeks as a SpartanNash Associate Staci is excited about the work our OwnBrands team does and is inspired by their determination!



### Our Family Scholarship Program

Year three of the Our Family Scholarship Program is here! Made possible through *Our Family Cares*, the Our Family brand will be awarding fifteen \$5,000 scholarships to students who make our communities better places to live, play and grow. Join us in investing in our communities by placing your order for POS materials by EOD 4/4 at [bit.ly/OFScholarshipPOS](https://bit.ly/OFScholarshipPOS). Additional promotional graphics for your social media, print ads and more can be found at [assets.spartannash.com](https://assets.spartannash.com).







# Q2 PROMOTIONS

## DON'T MISS THESE GREAT PROMOTIONS FROM FINEST RESERVE

Continue the year with success through these great promotions from Finest Reserve – you'll be positioned for sales while sharing this premium brand with your shoppers!

Take advantage of our upcoming promotions on everything from handcrafted caramel dessert sauces to flavorful wing sauces and single origin coffee.



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### FINEST RESERVE UPCOMING PROMOTIONS



#### APRIL

**4/20/25** Frozen Pizza, Crepes, Omelet Bites, Frozen Pasta, Alfredo Pasta Sauce, Dry Pasta, Pesto, Tomato Pasta Sauce, Pizza Sauce, Salad Dressing, Mustard, Coffee Pods, Coffee Bags, Caramel Dessert Sauce

**4/27/25** Crepes, Omelet Bites, Frozen Pasta, Wing Sauce



#### MAY

**5/4/25** Steak Sauce, Marinade, BBQ Sauce, Spices, Chocolates

**5/11/25** Frozen Pizza

**5/18/25** Frozen Pasta, Frozen Appetizers, Pesto, Dry Pasta, Pizza Sauce, Salad Dressing, Steak Sauce, Marinades, BBQ Sauce, Chocolates

**5/25/25** Omelet Bites, Crepes



#### JUNE

**6/1/25** Frozen Pizza, Pesto, Mustard, Salad Dressing, Steak Sauce, Marinade, BBQ Sauce, Caramel Dessert Sauce

**6/8/25** Spices

**6/15/25** Crepes, Omelet Bites, Frozen Pasta, Frozen Pizza, Alfredo Pasta Sauce, Pesto, Dry Pasta, Tomato Pasta Sauce, Pizza Sauce, BBQ Sauce, Mustard, Steak Sauce, Marinade, Wing Sauce, Spices, Chocolates, Caramel Dessert Sauce, Coffee Pods, Coffee Bags

**6/22/25** Wing Sauce

Please note all promotions are subject to change and can be verified with your Our Family Sales Specialist.